

ORDER



Orders
Order / Rev: 6400693
Alt Order #: 06400693
Product Desc: OBAMA 4 PRES:60'S
Estimate: 2310
Flight Dates: 11/01/12 - 11/06/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: GMMB Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Poll/Obama for President
Demographic: A35+
Product Codes: PL Candidate
Priority: P-1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	3	\$30,000.00	\$25,500.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	3	\$30,000.00	\$25,500.00	0.00
Totals	3	\$30,000.00	\$25,500.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	20%	\$30,000.00
Market	100%	\$150,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$1,500.00
WISN	29%	\$43,500.00
WITI	32%	\$48,000.00
WMLW-	1%	\$1,500.00
WPXE	0%	\$0.00
WTMJ	16%	\$24,000.00
WVTV	1%	\$1,500.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	11/05/12	11/05/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p	1-----	1:00	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 11/05/12	11/11/12	1-----			1	\$20,000.00	0.00						
E 2	WDJT	11/01/12	11/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	---TF--	1:00	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/29/12	11/04/12	---TF--			1	\$5,000.00	0.00						

Order / Rev: 6400693
 Alt Order #: 06400693
 Flight Dates: 11/01/12 - 11/06/12

Advertiser: Poli/Obama for President
 Product Desc: OBAMA 4 PRES:60'S
 Estimate: 2310

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	11/01/12	11/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---TF--	1:00	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	---	TF--			1			\$5,000.00		0.00			
													Totals	3	\$30,000.00